Danantara Indonesia

Logo Guidelines

LOGO & LOGO MARK

LOGO USAGE & VARIATIONS

LOGO USAGE & MISUSE

Brand Protection & Usage Disclaimer

This document outlines the mandatory guidelines for the use of Danantara Indonesia’s proprietary brand assets, including all logos, trademarks, and visual elements. These assets are the exclusive property of Danantara Indonesia and may only be used by authorized external parties under explicit written permission or contractual agreement.

- **Strictly Prohibited:** Any unauthorized use, reproduction, modification, recoloring, or distortion of these assets is strictly prohibited.
- **No Implied Endorsement:** Use of these brand assets does not constitute, grant, or imply any affiliation, sponsorship, or endorsement of any third-party product, service, or entity by Danantara Indonesia.
- **Reservation of Rights:** Danantara Indonesia reserves the right to review any external materials featuring its brand assets and may, at its sole discretion, demand the immediate removal or modification of any asset deemed to be used improperly or without authorization.

For other asset requests, brand approvals, or compliance inquiries, please contact communications@danantaraindonesia.com.

The Logo

The Danantara Indonesia logo is the core of our brand identity. This simple yet powerful symbol represents our organization wherever it appears, ensuring instant recognition of the Danantara Indonesia brand.

The logo consists of two distinct yet inseparable elements: the stylized Garuda emblem and the Danantara Indonesia wordmark.

The Garuda emblem, embedded within the letter D, reflects Indonesia's national heritage and strength. As a modern interpretation of the revered Garuda, it symbolizes resilience, vision, and progress – values that define Danantara Indonesia's role as a sovereign fund. The upward movement of the emblem conveys ambition, stability, and forward-thinking economic leadership.

The Danantara Indonesia wordmark is carefully crafted with bold, contemporary sans-serif typography, exuding confidence and authority. Its strong, balanced letterforms communicate the organization's commitment to strategic growth and long-term prosperity. The harmonious integration of the wordmark with the Garuda emblem reinforces the brand's identity as a dynamic and forward-moving institution.

Logo Mark

The Danantara Indonesia logomark should be used independently only in contexts where simplicity, scalability, and brand recognition are prioritized, ensuring a clean and modern visual identity.

01/ Digital & Social Media

App icons and profile pictures (small spaces)

On videos and digital presentations

Animated intros/outros in motion graphics

02/ Merchandise & Branding

Corporate apparel (shirts, caps, accessories) for a clean look

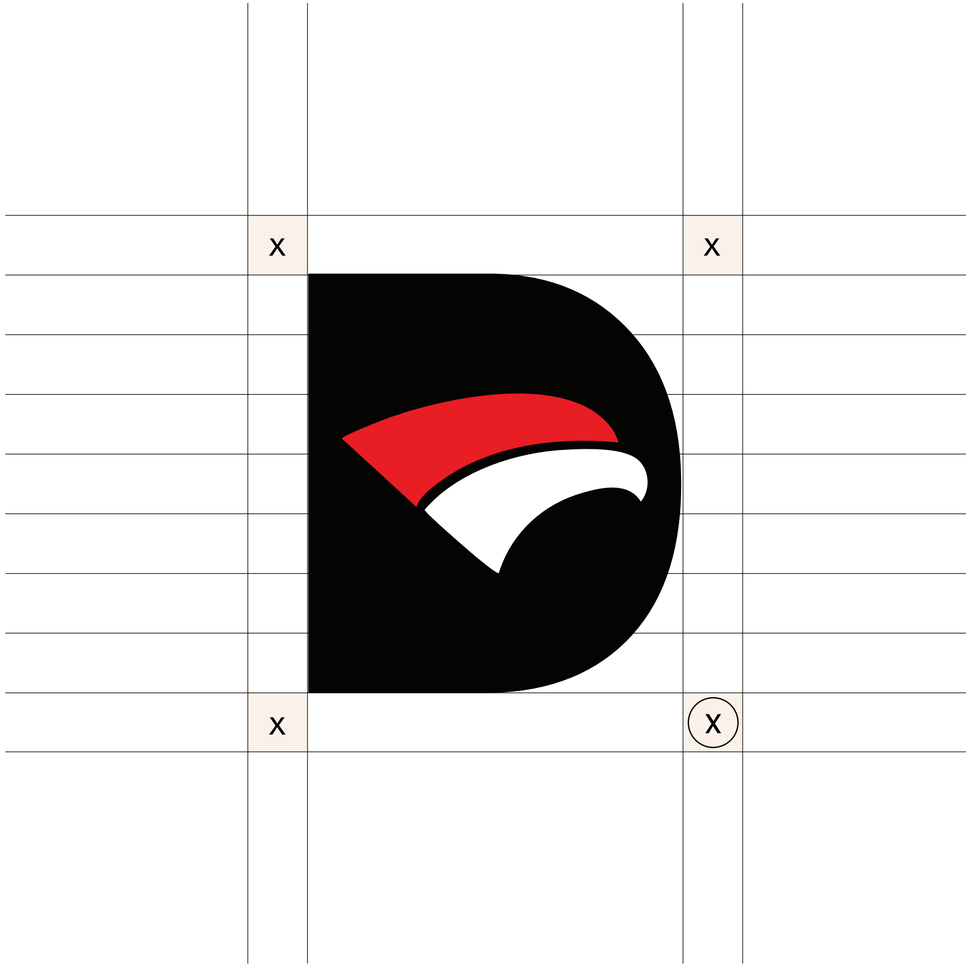
Minimalist packaging or premium branding materials

03/ Architectural & Signage

If the full logo is placed on top of the building, use only the logomark at the entrance or on totems to avoid redundancy.

For standalone totems or monument signs, the logomark is appropriate when the full logo is prominently displayed elsewhere.

Engraved elements (e.g., metal plaques, glass doors) should use the logomark for a clean and sophisticated look.



Color Variation

Full-color logo
The full-color logo is the primary and preferred version, featuring Danantara Indonesia Black, Danantara Indonesia Red, and White for optimal brand recognition. It should be used whenever possible across print, digital, and signage applications.

Black logo
The one-color black logo is designed for monochrome printing and applications where color reproduction is not available. In this version, Danantara Indonesia Red is replaced with 60% black to maintain visual hierarchy while ensuring consistency.

Reverse logo
The reverse logo is optimized for dark backgrounds and high-contrast applications. The “D” symbol is set to 50% transparency, allowing it to adapt subtly to various background tones while maintaining legibility and brand presence. Danantara Red background – Use reverse logo with white text and black “D”.

Clear Space & Minimum Size

Clear Space

To ensure visibility and impact, maintain a clear space around the logo equal to the height of the letter “D” from the word “Danantara” in the logoword.

This space must be free of text, graphics, or any visual elements that may interfere with the logo’s clarity.

The clear space rule applies to all logo variations, including full-color, black, and reverse logos.

Minimum Size Logo Logo
Print minimum size: 15 mm width
Digital minimum size: 75 px width

15 mm / 75px

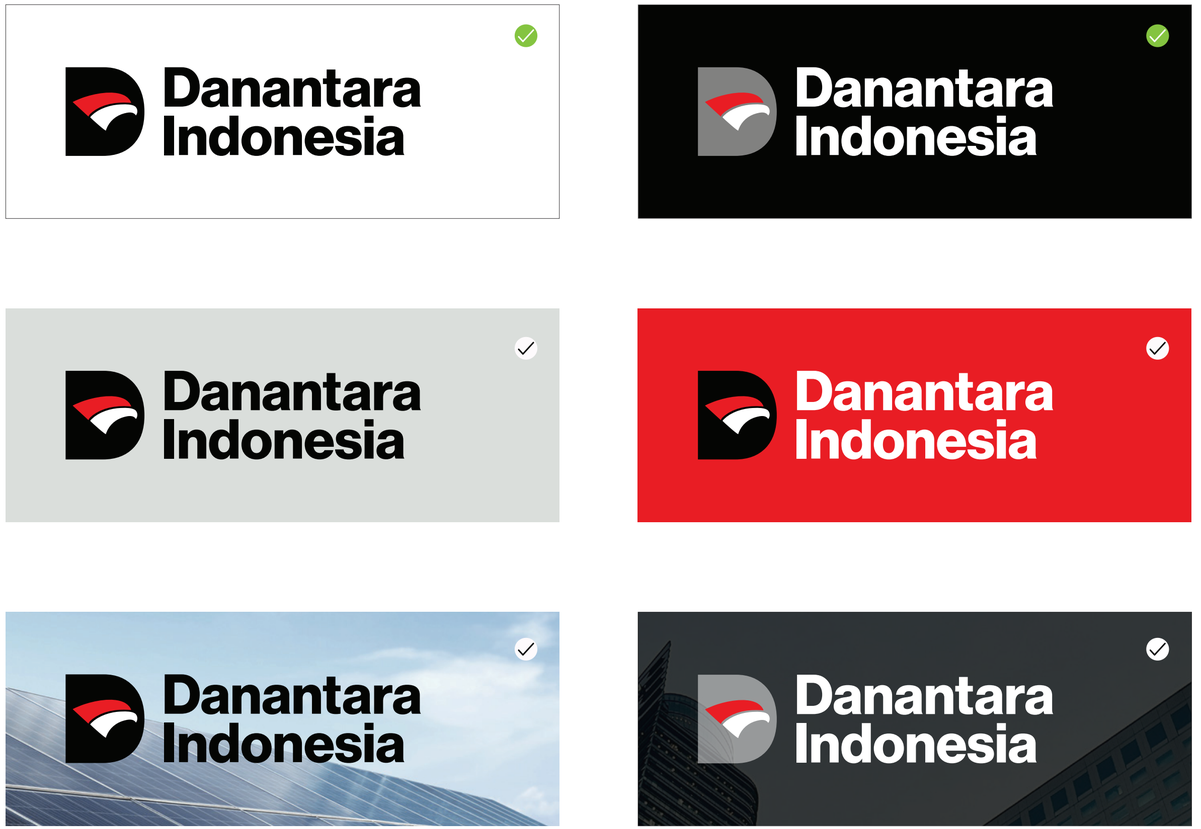
Background Control

To ensure clarity, legibility, and brand consistency, the Danantara Indonesia logo should be placed on backgrounds that provide strong contrast. The correct logo variation should be used based on the background type.

01/ Preferred Background
White (Best Choice) – Always use the full-color logo for maximum visibility.

02/ Approved Backgrounds
Light-colored backgrounds – Full-color logo allowed if contrast is clear.
Black or dark background – Use reverse logo with white text and “D” at 50% transparency..
Danantara Red background – Use reverse logo with white text and black “D”.
Light image backgrounds – Full-color logo is acceptable if contrast is maintained.
Dark image background – Use reverse logo with white text and black “D”.

03/ Best Practices
Always ensure strong contrast for readability.
Avoid placing the logo on busy or distracting backgrounds.
Use the reverse logo on dark or strong-colored backgrounds.



Logo Misuse

The Danantara Indonesia logo is a core brand asset that must be used consistently and correctly to maintain brand integrity. Any modification or misapplication of the logo compromises its recognition and impact.

To ensure brand consistency, never alter the structure, colors, or proportions of the logo.

The logomark and wordmark must always appear together in their approved composition.

The logomark should never be used independently as a pattern or decorative element.

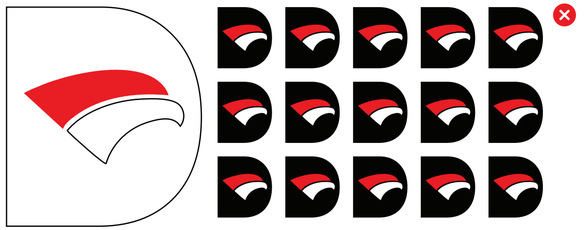
A few common misuses of the Danantara Indonesia logo are shown here. None of these variations are acceptable.

Always use the official digital logo files and refer to these guidelines to ensure correct and faithful reproduction of the brand identity.

DO NOT alter the brand's color scheme. The red element in the logomark must always remain unchanged.
Do Not Use an All-White Version in Reverse.

DO NOT make the "D" fully white in the reverse logo. The correct version should have a black "D" or 50% transparency.

DO NOT outline the "D" in the reverse logo. The correct version should have a solid black "D" or 50% transparency, depending on the background.



DO NOT modify the logo structure by adding extra strokes or outlines. Do NOT use the logomark as pattern, in any application.

DO NOT alter the structure of the logo by repositioning the logomark and logotype. The correct logo should always maintain its original composition.

DO NOT apply effects such as shadows, gradients, or transparency that alter the logo's original appearance.

Improper Logo Usage on Backgrounds

For clarity, visibility, and brand consistency, the Danantara Indonesia logo must always be placed on backgrounds that provide strong contrast. Incorrect background choices can reduce legibility, weaken brand recognition, and create an unprofessional appearance.

Avoid placing the logo on busy, dark, low-contrast, or visually complex backgrounds that make it hard to read. Use the appropriate full-color or reverse logo versions to ensure proper contrast and maintain brand integrity.

The examples shown illustrate common misuses of the logo on various backgrounds.

Always follow the correct application guidelines to maintain a consistent and professional brand image.

DO NOT place the logo over busy graphic backgrounds. Complex imagery reduces readability and weakens brand visibility.

DO NOT place the reverse logo on a highly textured or patterned background. The lack of contrast reduces legibility and makes the logo less effective.

The full-color logo should NOT appear on dark backgrounds. The logo must always be placed on backgrounds that ensure clear visibility and strong contrast.

The logo should NOT appear on color backgrounds that do not provide sufficient contrast.

DO NOT use the logo on backgrounds with strong gradients that transition between light and dark. This can create uneven contrast, making parts of the logo difficult to read.

DO NOT place the logo over a semi-transparent background that blends with the design elements behind it. This weakens contrast and can cause parts of the logo to disappear.

Danantara
Indonesia